



Vision

“ To be a global leader in promoting good corporate governance ”

Mission

“ To develop high calibre professionals facilitating good corporate governance ”

*For further details, please visit: www.icsi.edu or contact:
Director (Academics)*



**THE INSTITUTE OF
Company Secretaries of India**

IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

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Post Membership Diploma in International Business Management



**THE INSTITUTE OF
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Introduction

Post Membership Diploma in International Business Management is a Post Membership Qualification (PMQ) Course for the members of the ICSI which provides the required depth to engage in international business operations in today's dynamic global business environment. International business operations have become a necessity for most of the firms/companies to survive in complex and competitive global markets. In today's business scenario, it is important to learn and think globally about the business world. Professionals should know how to manage multinational businesses and turn local and national companies into international success stories. Therefore, this course has been developed to equip Company Secretaries with necessary skills for international business management.

Objective and Scope

The PMQ Course in International Business Management aims at imparting professional education and training for handling international business operations in a highly dynamic and competitive environment. The main objectives of this Post Membership Diploma in International Business Management are:

- To appreciate concepts of International Business Environment and Strategy.
- To understand and appreciate various facets of international business management
- To gain acumen and knowledge of import - export procedures and documentation.
- To appreciate the institutional environment in international trade and understand trade related policy issues.
- To understand International Business Laws and Ethics.

Eligibility Criteria

The members of the Institute shall be eligible for the admission to the course.

Course Structure

In order to provide in-depth theoretical and practical knowledge to the candidates, PMQ Course in International Business Management shall comprise of the following two parts namely:

- Part I: One Paper for which written examination will be conducted
- Part II: Workshop cum interview

Part I: The candidates for Part I shall be examined in one paper for which an open book written examination of three hours will be conducted based on application of knowledge and theoretical concepts where in the candidates will be allowed to use reference books and other reading material. The paper shall comprise of following course contents:

A) International Business Environment and Strategy

- Business in Global Environment: Introduction to the business enterprise, enterprise in the international environment, what is globalization, multinational enterprise and internationalization, FDI and global economy
- Economies and Markets: National economies in the global environment, macroeconomic systems, market economies, mixed economies, implication for international business strategy
- Societies in International Environment: Cultural and social environment, political environment, legal environment
- International Business Environment Analysis: PEST analysis, SWOT analysis, Porter five forces model, Porter diamond model,
- Understanding Global Strategy: Industry globalization drivers, Global strategy levers, Diagnosing

industry globalization potential

- Building Global Market Participation: Foreign Collaborations and Joint Ventures, Kinds of Collaboration and Joint Ventures, Drafting of Agreement and Clauses in the Foreign Collaboration/Joint Venture Agreements, Strategic alliances
- Global Activities: Locating Global Activities, creating global marketing, making global competitive moves
- Global Organizations and Strategy Analysis: Building the Global Organizations, measuring industry drivers and levers, conducting a global strategy analysis
- Ecological Perspective and Global Strategy: Ecology and Climate Change, Ethics and social responsibility

B) International Business Management

- Globalization and International Business: International Business-An Introduction, Forces driving globalization, why companies engaged in international business, modes of operations in international business, how international business differ from domestic business
- Comparative Environmental Framework: Cultural environment facing business, Political and legal environment facing business, Economic environment facing business
- International Marketing: Identifying foreign markets, Product planning for export, pricing for exports, Market entry and overseas distribution
- International Finance: International monetary fund, Exchange rate arrangements, determining exchange rates, forecasting exchange rates, Business implications of exchange rates, Method of international payments, Financing foreign trade
- International Human Resource Management: Strategic function of international HRM, International labour relations, international dispute settlement mechanism
- Global Manufacturing and Supply Chain Management: What is supply chain management, Global manufacturing strategies, Information technology and supply chain management, Global sourcing and business development
- International Accounting Issues: The crossroads of accounting and finance, Accounting for international differences, Transactions in foreign currencies, Translating foreign currency financial statements, Corporate governance

C) Export - Import Procedure and Documentation

- Export Import Trade Regulatory Framework: Introduction, An overview of legal framework, Objective of export import policy, registration formalities for export licensing, general provision regarding export import
- Export Sales Contract: Nature of export sales contract, International contract terms, General conditions in export contract, Methods of dispute settlement
- Export Import Documents-An Overview: Rationale of documents – Commercial perspective, Legal perspective, Incentive perspective, Types and functions of documents, Standardized pre-shipment export documents, Import documents,
- Step by Step Procedure of Export: Processing of an export order, Role of electronic data interchange system
- Terms of Payment: Terms of payment, Documentary credit, Forms of documentary credit

- Exchange Control Regulations and Facilities Concerning Exports: Foreign Exchange, Objective of exchange control, Foreign Exchange Management Act (FEMA)
- Export Financing: Pre-shipment finance, Post-shipment finance, Exports under deferred payments, Role of EXIM bank
- Export Credit Insurance: Meaning of credit risk, Types of cover issued by Export Credit Guarantee Corporation (ECGC), Basic principals of ECGC
- Export Import Trade Operations: Preparing for Shipment - Nature of export cargo, Liner and tramp shipping services, Chartering practices, Quality control and pre-shipment inspection, Cargo Insurance - Need for cargo insurance, Nature of cargo insurance policy
- Shipment of Export Cargo: Stages of shipment, Central excise formalities, Port procedures, Customs Clearance of Import Cargo - Stages of customs clearance
- Export Assistance and Support Measures: Institutional setup for export promotion in India, Procedure for claiming export incentives, Role of SEZ

D) International Trade and Institutional Environment

- Why Nations Trade: Free Trade Theories - Absolute cost advantage theory, Comparative cost advantage theory, Factor mobility theory, Porter's theory
- Government Influence on Trade: Conflicting results of trade theories, Economic rationale for governmental interventions, Non-economic rationale for governmental interventions, Instruments of trade control
- Cross National Cooperation and Agreements: Role of World Trade Organization (WTO), IMF, IBRD, Regional Economic Integration - Role of European Union, NAFTA, OPEC
- India's Foreign Trade: Foreign trade and development, Trend in India's foreign trade, Strategy for enhancing foreign trade, Major problems in trade enhancement
- India's Balance of Payment (BOP) : Concept of BOP, Salient features of India's BOP, Role of invisibles in BOP
- India and World Trade: Issues of world trade, Trends in world trade, Role of international organizations in world trade, Strategy for integration India with world trade
- Trade Policy: Export Import Policy, Export promotion measures and strategy in India
- Trade Prospects of Selected Products: Agriculture products, Textile and Garments, Gems and Jewellery, Handicrafts, Leather products, Electronic commodities, Engineering goods, chemical products, Export of Services
- Determination of Trade Potential with emerging trade partners

E) International Business Laws and Ethics

- Legal Framework of International Business: Nature and complexities; International conventions and trade law; Code and common laws and their implications to business; International Business contract – Legal provisions; Payment terms; International sales agreements; Rights and duties of agents and distributors
- Contract of Enforcement and Dispute Settlement; International Commercial Arbitration and Enforcement of Foreign Awards
- Regulatory Frame work of WTO: Basic principles and charter of GATT/WTO; GATT/WTO; provisions relating to preferential treatment to developing countries, regional grouping, subsidies, technical

standards, antidumping duties, and other NTBs, Customs Valuation; Dispute settlement; Implications of WTO to important sector – GATS, TRIP and TRIMs

- Regulations and Treaties: Relating to Licensing, Franchising, Joint Ventures, Patents and Trade Marks, Technology Transfer and Telecommunications; Restrictions on trade in endangered species and other commodities as based on international conventions; Taxations Treaties
- Regulatory Framework Relating to Electronic Commerce
- India Laws and Regulations Governing International Business Transactions –FERA/FEMA, Taxation of foreign income; Foreign investment; Setting up offices and branches abroad
- Competition Law: National and International Dimensions
- Consumer Law: National and International Dimensions
- Ethics in International Business

F) Case Studies

PART II: A candidate after qualifying Part I of the course shall participate in a workshop cum interview organised by the Institute.

Preparation for the Course

Post Membership Diploma in International Business Management is a specialized course and the candidates pursuing this course will be required to have thorough knowledge under each topic of the course curriculum. For this purpose, the candidates will be provided an illustrative list of readings.

Examination

For Part-I, a written examination will be conducted at such intervals, in such manner and at such time and place as the Council may decide subject to availability of such minimum number of candidates enrolled for the examination as may be decided from time to time. The dates and places of the examination shall be published in the Institute's Journal "Chartered Secretary".

Registration

- Registration for the course will be valid for a period of five years during which period the candidate will be required to complete both the parts.
- Registration shall be open throughout the year.
- A candidate should however, register at least six calendar months prior to the month in which the examination commences.

Fee Structure

- (i) Rs. 25,000 for the entire course payable as under:
 - Rs. 12,500/- payable at the time of registration for the course
 - Rs. 12,500/- payable at the time of workshop cum interview
- (ii) Examination Fee of Rs. 1500
- (iii) Change of Examination Centre Fee - Rs. 100
- (iv) Verification of marks fee - Rs. 250 per paper

Certification

The candidates successfully completing the course shall be awarded a Diploma Certificate to that effect in the appropriate form by the institute and shall be entitled to use the descriptive letters and bracket "DIBM (ICSI)" to indicate that he has been awarded "Post Membership Diploma in International Business Management" by the Institute of Company Secretaries of India.

APPLICATION FORM
APPLICATION FOR ADMISSION TO
POST MEMBERSHIP DIPLOMA
IN INTERNATIONAL BUSINESS MANAGEMENT

To
The Secretary
The Institute of Company Secretaries of India
ICSI House
22, Institutional Area, Lodi Road
New Delhi – 110003

Paste your
recent
photograph

Sir,

I hereby apply for admission to the Post Membership Diploma in International Business Management.

The required particulars are furnished below :

1. Name in full
(in block letters) : _____
(Surname) (name)
2. Father's/Husband's Name: _____
3. Membership No.
(i) ACS/FCS
(ii) CP (if Company Secretary in Practice) _____
4. Date of Birth : _____
5. Nationality : _____
6. Educational/Professional
Qualifications _____
7. Address : (i) Professional Designation: _____
(ii) Residential _____
(iii) For Correspondence _____

8. (a) Tel No. : Off. _____ Res _____
(b) Fax No. _____
(c) Telex No. _____
(d) Mobile _____ E-mail ID _____

9. Gross Monthly Income Rs. _____

10. A crossed Bank Draft drawn in favour of the 'Institute of Company Secretaries of India', payable at New Delhi bearing (printed) No. _____ dated _____ for Rs. _____ drawn on _____ Enclosed towards the registration fees.

11. Self-attested copies of the following certificates are enclosed :

12. I hereby declare that the particulars furnished above are true to the best of my knowledge and belief, and if at any time it is proved that the said particulars were untrue, I agree to my registration for the Post Membership Diploma in International Business Management Course being cancelled without any obligation on the part of the Institute to refund any fee paid by me to the Institute and without prejudice to the rights of the Institute to take any further action deemed fit and appropriate.

I undertake that I shall, as a registered candidate conduct myself in a manner befitting the ideals and standards of profession of company secretaries generally and as specified by the Council from time to time and shall abide such regulations, bye-laws, rules, standing orders, directions, conditions or guidelines as may be laid down by the Council and made applicable to me from time to time. I further undertake not to pass on, sell or gift away any materials provided to me by the Institute.

Place : _____

Date : _____

Signature

I. Applicants are requested to send self-attested copies of certificates of their date of birth, professional examination's, ACS/FCS and four passport size photographs (not to be attested)